

App. No. 10/088,329  
Office Action Dated October 5, 2005

**Amendments to the Claims:**

This listing of claims will replace all prior versions and listing of claims in the application.

**Listing of Claims:**

1-10. (canceled)

11. (previously presented) A method for driving a liquid crystal display device having a liquid crystal panel, the liquid crystal panel comprising a plurality of source lines to which pixel data are supplied, a plurality of gate lines to which scanning signals are supplied, pixel cells positioned in matrix form in correspondence with intersecting points of the source lines and the gate lines, a source driver that drives the source lines based on an input image signal, a gate driver that drives the gate lines, and a back light, the pixel cells being applied with a signal for initializing a state of a liquid crystal therein as well as pixel data in correspondence with the image signal in the pixel cells,

wherein a first period for writing the signal for initializing a state of the pixel cells and a second period for writing the pixel data are provided in one frame period,

a length of the first period is set variably for each frame,

a voltage level to be applied to each pixel cell in the first period is set such that each pixel cells retains a voltage  $V_{sup}$  higher than a voltage level to be applied to each pixel cell in the second period, and

the length of the first period is controlled by a result of calculating an average luminance level by an image signal input in a predetermined number of preceding frames and an average luminance level by an image signal to be input in a current frame.

12. (Original) The method for driving a liquid crystal display device according to claim 11, wherein when a difference between an average luminance level by an image signal input in a predetermined number of preceding frames and an average luminance level by an image signal to

App. No. 10/088,329  
Office Action Dated October 5, 2005

be input in a current frame is larger than a predetermined level, the first period is set in a predetermined length in a next frame.

13. (previously presented) A method for driving a liquid crystal display device having a liquid crystal panel, the liquid crystal panel comprising a plurality of source lines to which pixel data are supplied, a plurality of gate lines to which scanning signals are supplied, pixel cells positioned in matrix form in correspondence with intersecting points of the source lines and the gate lines, a source driver that drives the source lines based on an input image signal, a gate driver that drives the gate lines, and a back light, the pixel cells being applied with a signal for initializing a state of a liquid crystal therein as well as pixel data in correspondence with the image signal in the pixel cells,

wherein a first period for writing the signal for initializing a state of the pixel cells and a second period for writing the pixel data are provided in one frame period,

a length of the first period is set variably for each frame,

a voltage level to be applied to each pixel cell in the first period is set such that each pixel cells retains a voltage  $V_{sup}$  higher than a voltage level to be applied to each pixel cell in the second period, and

it is detected whether an input image signal is a moving image or a static image, and as a result of detection, the first period is set longer than a predetermined length when it is judged that the input image signal is a moving image, and the first period is set shorter than a predetermined length when it is judged that the input image signal is a static image.

14-22. (canceled)